



Tourism Committee

Three-Star Program

Attracting tourists to a community and the surrounding region can contribute substantial amounts of capital into area businesses. To capitalize on this economic sector, the community must have an effective program of tourism development that promotes local attractions and identifies opportunities for development. For more information on tourist development, please contact the Regional Marketing Manager for your appropriate area:

East Tennessee – (865) 777-4685
Middle Tennessee - (615) 741-9049
West Tennessee – (731) 426-0888

Responsibilities of Chairperson(s):

- ✓ **Form a Tourism Committee** to establish a Destination Marketing Organization (DMO) that will seek out and foster partnerships with all interested organizations, businesses and individuals to promote and expand the economic impact of tourism in your area. The Tourism Committee **must** meet at least quarterly and provide minutes for each meeting. The tourism regional manager for the respective region will attend committee meetings concerning the tourism aspect of the program. The committee **should** consist of: one member of the County Commission appointed by the County Mayor and/or One Member of the City Council appointed by the City Mayor, chamber of commerce/economic development organization, restaurants, retail, local government, local Main Street coordinator, lodging industry, State Park representative (if there is one in the community), local parks and recreation department, and local attraction.

This list is not exhaustive. Some Ex-officio positions could include: Arts Council, local Heritage Tourism attractions (museums, etc.), Beautification Board, and planning agency.

- ✓ Have tourism professionals working in the community who have completed course work and has received certification in any of the following: Certified Tennessee Tourism Professional (CTTP), Southeast Tourism Society Marketing College, or Certified Destination Management Executive.

✓ **Inventory:**

Create an inventory of tourism assets to include but not limited to: Venue, Attraction, Festival, Fair, Events, Hotel, and Natural Resource.

✓ **Marketing Plan:**

Must develop a marketing plan **within two years** of initiation of the program and begin implementation of marketing activities during the third year of the program. The plan **must** include a mechanism to track the effectiveness of each marketing activity. To track trends and for research purposes, the committee **must** keep records of the quantities of local tourism publications that are mailed in response to inquiries and distributed at bulk locations such as Welcome Centers.

Must establish a system for handling inquiries that gathers information about the inquirers, including names, addresses, telephone numbers, e-mail address and how they found out about the community.

✓ **Materials:**

Produce and distribute promotional materials through a network of strategic partners designed to attract targeted markets (leisure travelers, corporate travelers, motor coach travelers, and sport teams).

✓ **Tourism News Bureau:**

The Tourism News Bureau helps communities publicize events and attractions in newspapers, magazines, on television, etc. with no charge to the community. Minimum of five (5) submittals per year. Website: <http://www.tenntravelnews.com>.

✓ **Updating Information on Department of Tourist Development's web site**

Must update area information on the Department of Tourist Development's web site a minimum of four times a year, which could translate to once per quarter or season, based on the tourism activities in the area.

- ✓ A **progress report of the committee shall** be presented to the local legislative body a **minimum of two (2) times per year** to be included in the minutes of the local legislative body. Report format provided by your Regional Economic Development Specialist.

- ✓ **Reports will be due by _____ and _____.**